BETTER-SIRES CAMPAIGNS

Excerpts from 1924 Annual Reports of
State and County Extension Agents

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California

Purebred-bull campaigns were conducted in several counties last year, and because of their success it was expected to carry on similar campaigns in those counties and in some additional counties during 1924. The plan for these campaigns, as modified, consisted of obtaining true pictures of extended pedigrees showing the production of ancestors, together with the price of the bulls. With this information it was possible to sell a prospective buyer a particular bull. Arrangements were made for safeguarding the health or condition of these bulls and for settling any disputes that may arise between the buyer and seller.

In order that the bulls might be priced fairly when the breed and individuality were considered, a committee from each breed association inspected the offerings and equalized the prices, throwing out bulls which were not fit for sale under this plan. Because of the lack of experience in making public contacts on the part of many of the committeemen, it was necessary for members of the extension service to spend considerable time with these committeemen in placing these bulls. It has been found desirable to hold follow-up campaigns after the first extensive campaign in order to supply dairymen who desire assistance in locating good animals and who have been convinced that this is the desirable way to purchase them.

* No attempt is made to cite all references to better-sires campaigns in this circular. Only selected extracts showing typical methods employed and results obtained in a number of States are included. Owing to differences in terminology used in various States and to other local conditions, the information contained herein should be reviewed by the subject-matter specialist concerned before incorporating any part of it in the extension program for the State.

Follow-up work has also been found desirable in order to make sure that bulls placed in these campaigns were properly cared for, so that satisfactory results might be obtained.- N. A. Negley, Dairy Specialist, College of Agriculture, University of California, Berkeley.

Colorado

There might have been some doubt last fall as to results to be expected from the trade of purebreds for scrubs on the purebred-sires train, because no one realized fully how the influence of that demonstration would spread. A follow-up tour in August dispelled the doubt and brought out the true value of the demonstration. It will be recalled that the purebred-sires train made 29 stops along the lines of the Colorado and Southern and Burlington railways last fall. At each point a bull and a boar were left. This means that 58 new herds, headed by purebred sires, were established. Beef and hogs were included.

The follow-up tour meant a visit to these herds, to find out what use was being made of the bulls and boars; whether the new owners were giving them proper care; whether they had the right idea about herd development; and whether the sires had turned out to be representative animals of the breed. Answering the last question first, it was found that in all but a few cases the animals had given full satisfaction. The exceptions indicated a lack of foresight on the part of two or three contributing breeders, who were not careful in choosing animals for the trade which would be considered a credit to the breed and breeder. These exceptions emphasized the fact that registration papers are not the only criterion in the choice of a purebred. The individual counts for something.

As to the care and feeding, it was found that the new owners, with only a few exceptions, were doing the job excellently. The increase from the hog herds indicated that purebred boars stamp their individuality on their offspring. Actual figures were obtained showing quicker gains and more money per pound of pork on the market because of a desirable finished weight. In one outstanding case opportunity was found for comparison of the offspring of a purebred boar with that of a scrub, both litters out of the same type of scrub sow.

The point to be emphasized is the value of following up any demonstration. The tour in August not only satisfied the agencies that sponsored the campaign of its success, but impressed upon the recipients, as well as on their neighbors, the fact that every one of the 58 farms that received a bull or a boar, is a demonstration farm where the purebred-sire idea is finding practical application.

On the follow-up trip made to the recipients of the purebred sires exchanged on the purebred-sire special train it was found: That the average gain of 25 boars which were inspected was 255 pounds; a total of 406 sows have been bred, and 1,283 pigs farrowed and saved; 32 purebred sows have been purchased by the recipients of the boars since the visit of the train, and 100 per cent of the recipients expect to buy purebred sows as soon as they are financially able to do so. For 80 per cent of the recipients this is the first purebred boar ever owned, and each one stated he would never use a scrub boar again.

The average gain of the 28 bulls inspected was 340 pounds. A total of 330 cows have been bred, and 5 purebred cows purchased since last October. In 90 per cent of the cases this was the first purebred sire ever owned, and 90 per cent expect to buy purebred females when financially able, and 100 per cent will continue to use purebred sires.

During the last year two of these bulls were designated as grand champions at two different shows, and one purebred boar placed in second place is a type class of Poland-Chinas.-Roud McCann, Extension Director, State Agricultural College of Colorado, Fort Collins.

At a meeting of the farm-bureau executive committee early in May, it was decided to hold a farmers' picnic in July. The main purpose of the picnic was to arrange for a purebred-scrub sire trade that had been talked of before in the committee. Accordingly, arrangements were made with several purebred breeders whereby they would donate purebred sires in even exchange for scrub sires. It was not difficult to procure the donation of the purebreds, but it was difficult to find suitable scrub sires which the owners were willing to put up in exchange for the purebreds.

The picnic was held on July 9, and B. W. Fairbanks, livestock specialist from the agricultural college, conducted the exchange demonstration and pointed out the contrast in the sires presented. A. C. Nash donated a registered Hampshire ram which was presented to Carl Raish in exchange for a long-tailed, 3-year-old nondescript buck. R. W. Romig received in exchange for his registered Guernsey bull calf a typical scrub. This animal looked like a Guernsey in color, but it was a mixture of Shorthorn, Hereford, and Holstein, and was small and undeveloped in all parts. The last trade was a 14-months-old boar which weighed 120 pounds with very poor type relinquished by W. T. Ferguson in favor of the 3-year-old registered Duroc-Jersey boar given by Frank Meaker. The latter was an exceptionally well-bred individual, big type, and well grown. Loesch Bros., local Holstein breeders, offered a highly bred calf also for this demonstration, but no suitable scrub was offered or could be found for which to exchange, so it was not used.

By request, N. G. Kraschel, livestock auctioneer from Iowa, was present at the picnic and spoke regarding the cooperative marketing of cattle directly from the range to the feed lot. He praised the quality of cattle going on the market from this district which shows the effect of long-continued use of better sires.

The last issue of the local monthly farmers' exchange bulletin was devoted as a special issue to the better-sires better-stock campaign. Four cuts from the Department of Agriculture depicting the advantage of better stock were procured for this publication. All through the year, whenever possible and timely, publicity has been given this movement. Some results are already noticeable in the demand for better sires of practically all classes and in the procuring of about five registered Jersey bulls from the Mesa County Jersey cattle club. These bulls are leased by the owners at Grand Junction to try out these registered bulls and ascertain their merits before they are lost to service.-Ben H. King, County Agent, Montrose, Montrose County.

Connecticut

In the following statement we have attempted to arrive at a dollars and cents value that might be placed on our purebred-sire campaign:

112 bulls placed in 12 months:

Average annual services, 30 cows for 2 years, total....6,720
Total heifers grown, 20 per cent of cows served.....1,344
Cows milked an average of 5 years, total lactation periods.....6,720
Average milk production increase per lactation in pounds.....1,000
Total increase in production in pounds.....6,720,000
Value at $3 per 100 pounds.....$201,600.00
For the State 300 sires.....$540,000.00

Approximately two-thirds of New London County's bulls were scrubs when the work was started.

Most calves were grown in the towns having the most scrub bulls.

There was one bull for 27 cows, but the number of bulls has decreased.

Spread of influence has not been considered. No credit has been taken for continued use of purebred bulls after those actually placed are disposed of.-B. W. Ellis, Extension Director, Connecticut Agricultural College, Storrs.

This year the purebred-sire work which was done in the county was handled by the county committee working through various local chairmen. Several circular letters were sent out, at various times, to men known to own scrub bulls, urging them to buy a purebred, and telling them where they could purchase it. The local chairmen also supplemented the scrub-bull list in their towns. There were a number of instances where farmers owned scrubs but were not on our lists, so the local chairmen listed them with the scrub owners, and they were visited or circularized. Several of these men bought purebred bulls.

In Lebanon, a man who had always owned a scrub bull and who said no one could sell him a purebred bull, because one from a good grade cow was good enough for him and would not cost near as much, was convinced of the value of purebreds and proved a great help in the campaign. When he was first approached this man was far from being interested but was good enough to listen to what the dairy specialist and county agent had to say. He admitted that there had been a bull in the community which had done a lot of good and it was supposed to be a purebred. After much persuading he finally agreed to buy a purebred bull but would not pay over $25. It was known that anything like that would not do him much good, so he agreed to take a trip to the Ayer Farm in Westerly, R. I., with the dairy specialist. Here he saw some cows that were among the best of the Holstein breed. He had heard of cows giving 20,000 pounds of milk in a year, but never really believed it until he saw some of these that were really doing it. Before he left the place he bought a bull from a 20,000-pound cow and paid about four times the amount he planned to pay. This man offered his services to the purebred-bull campaign in helping and urging his neighbors to get started right.

During the week of January 14, an extensive drive was made to place a purebred bull or interest dairymen in procuring one. A representative from each dairy breed except the Jerseys spent a whole week in the county. During the daytime each representative, the dairy specialist, and the county agent visited scrub-bull owners, each in company of a farmer of the town which was being canvassed in this way. We had at least five pairs of men visiting farmers in different parts of the county. In the evening, the meetings were held in different towns with two or three speakers and either movies or lantern slides pertaining to dairy cows. There were eight meetings held with an attendance of 166, and 148 farm visits were made. This was really the opening wedge for a good sale of bulls later. Only a few were actually placed during the week, but all prospects were taken and a great many of them bought soon or during the spring.

There were three truck loads of purebreds brought in during the spring and sold to those farmers who were on the prospect list. A total of 26 calves were sold in this way. The truck went to the man's farm, where he chose the calf he wanted, paid for it, and the papers were sent later. A great deal of credit for the purebred-bull campaign should be given the local men for they gave a lot of their time and furnished transportation. If it had not been for them it would have been almost impossible to place 123 bulls in a little over a year.

A number of bulls were placed as a result of the publicity material sent out for the papers.-Walter T. Clark, County Agent, Norwich, New London County.

Indiana

A campaign in 13 southeastern counties has increased the number of purebred sires used from 495 to 809, an increase of 63 per cent. When the campaign started, Harrison County had 125 purebred sires and 23 breeders of purebred cattle. At the conclusion of the campaign there were 206 purebred sires and 110 breeders of purebred cattle. A report from 36 county agents shows that 464 purebred sires have replaced as many grades or scrubs.

One of the biggest booms for better sires in southern Indiana resulted from the running of the Baltimore and Chic better-dairy-sire special. This train was run last September, and stops were made at 11 townships. Forty animals were selected for the train, and it was required that the animals not only be good individuals, but it was further required that dams be register-of-merit animals with records of 400 pounds butterfat. After the animals were selected and previous to the day of starting the train, six of the animals were sold to neighbors who felt that such males should be kept on the train, and when the 11 stops had been made, 39 of the animals had been placed in the hands of new owners. A special effort was made to place these animals where they would replace scrub and grade bulls, and as a result 11 such animals were brought to the train. It is said that many more were disposed of privately rather than have the crowd at the meeting see the scrubs delivered at the train.

The true value of the train from an educational standpoint can never be measured fully, but some idea can be obtained from the following results so far observed: The preliminary work for the organization of bull clubs has been started in six counties; W. D. Brown, who purchased a sire from the train, has had 39 outside services to his sire; another man has started a purebred herd; and five sires were placed a week after the train passed through Clark County.

To Scott County goes the honor of holding the first scrub-bull trial. This trial results from the offer of the Baltimore and Ohio Railroad to present, to the county making the best showing at the time of running the train, an exceptionally well-bred registered Jersey sire. On April 9, the trial was held at Lexington. T. A. Coleman, head of the county agents in Indiana, acted as judge. A scrub bull which had been procured in the county was cussed and discussed by the witnesses and finally disposed of to the butcher. In his place there came an individual of excellent breeding, its mother being one of the six gold-medal cows of the State. This particular piece of work attracted considerable attention, and scrub-bull trials will be used in other counties during the coming year.-E.A. Gannon, Dairy Specialist, Purdue University, La Fayette.

The third annual dairy round-up was held at McCulloch's grove on July 31. The round-up is the work of the dairy association and reflects much credit on the organization. This year the program consisted of cattle judging, a scrub-bull trial, and a county horseshoe-pitching contest.

Most of the advertising for the round-up had to be done through letters, since there is no newspaper with a county-wide circulation. It was through this medium that the scrub-bull trial received publicity.

The court was made up of county officials and local farmers, and the jury was made up of local farmers and business men. This added color and interest to the trial.

The sheriff and Allen Gillmore, the owner of the scrub bull, were stationed in one corner of the grove away from the crowd. At the proper time the sheriff fired a couple of shots and started chasing Gillmore. Gillmore ran down through the crowd, screaming like a wild man and finally slid under an automobile to keep from being hit by some of the people who thought the sheriff was chasing a bootlegger. Gillmore was taken from under the car, brought before the court and duly tried along with the scrub bull. The jury found both guilty, and the judge sentenced them to be shot at sunrise. The trial was witnessed by everyone who could get in hearing distance.-W.L.Baynes, County Agent, Charlestown, Clark County.

Kentucky

The better-sire better-stock movement was one of the chief lines of work developed the past year. Campaigns were conducted in 20 counties. The total enrollment for the year was 1,447 new members, which brings the total membership for the State to 3,081. This probably places Kentucky in the leading position among the States in this work.

The object of the better-sire movement is the eradication of scrub sires and replacing them with purebreds. Those who enroll in this movement agree to use purebred sires on all classes of livestock produced. Educational work was carried on by the use of newspaper articles and livestock meetings.

Ten better-sire exhibits were shown at fairs. The largest of these was at the State fair in Louisville. Live specimens were used to show the value of purebred sires in breeding up beef cattle, dairy cattle, sheep, hogs, and poultry. A distance of 150 feet in barn C was devoted to this work. Marked placards were placed above all animals giving the value of the greater profits from the use of purebred sires. Nine county exhibits of a similar nature were shown at county fairs. In these exhibits, living animals were usually shown which gave an example of good and bad breeding.

Six scrub trials were held. In each case much interest was developed. All present at these trials were educated to the increased value and earning capacity of purebred sires.

Two papers published special better-sire editions, devoting their entire space to the topic. In addition to the regular cattle sales of the breeders, two better-sire sales were held at Alexandria and Bardstown. A total of 76 head of breeding cattle changed hands in these cooperative sales.

Oldham County owes an estimated increase of $128,986 in annual returns from its livestock and poultry to the growing use of purebred sires. This figure is the result of calculations by G. B. Nance, county agent for that county. Mr. Nance based his reckonings on the differences between the percentage of purebred sires used in two adjoining counties which have been less active in livestock improvement. He then combined with his figures, data on the superior utility value of resulting improved livestock, as follows:

	Trimble County per cent	Oldham County per cent	Shelby County per cent
Purebred bulls	10	50	30
Purebred bucks	6	93	35
Purebred boars	25	100	65
Purebred roosters	20	100	25

Estimated increases in the value of young stock in Oldham County over the average of the two other counties is as follows:

	Per animal	Total annual increased value
Cattle	28.00	$47,880
Sheep	2.96	17,740
Hogs	6.00	31,248
Poultry	1.00	35,200

-Wayland Rhoads, Animal Husbandry Specialist, College of Agriculture, University of Kentucky, Lexington.

A large part of the dairy extension work in the county during the year can be attributed to the work of the purebred-sire committee and the purebred-cattle breeders' association. These two organizations are back of a campaign to replace all scrub bulls in the county with purebreds. They have organized all rural communities of the county under the leadership of 65 interested dairymen. The voting precincts of the county are used as divisions, each in charge of an able leader and each leader having three or more community leaders as helpers. As a result of the efforts of these men and organizations, 25 grade and scrub sires have been replaced by as many purebreds.

The campaign for purebred sires was divided into three parts: First, the publicity campaign, where, in order to get the purposes of the campaign before the county, a fund of $400 was raised from interested farmers and business men. A large part of this fund is to be awarded to the communities accomplishing the most work during the year. A series of meetings was then held over the county to acquaint the people with the project. Then the above organization of 65 leaders was built up, using in most cases leaders who had made a success in other projects of which they had charge. As much publicity as possible was given the campaign through local newspapers and magazines. In addition paid advertising was resorted to in several local publications.

Second, the Campbell County purebred-cattle breeders' association was organized, and in order to help further the campaign, this organization held their first consignment sale at the Alexandria fair grounds on October 15, in which nearly 50 head of purebred cattle were sold. Eighteen purebred bulls were sold at this sale, 14 of them in Campbell County and 11 of these replacing as many or more scrubs of the county. In addition, four local men purchased their first purebred females at this sale. All breeds sold well, with the exception of the Shorthorns, a breed for which there is but little demand in this section. Last month the association voted to hold another sale next year.

Third, with the aid of the dairy department of the college of agriculture and extension men of the four breeds represented, plans are being made to close the campaign on March 31, with meetings in every precinct in the county. Good speakers, lantern slides, motion pictures, and a scrub-bull trial are planned for these meetings.

This campaign has not only been instrumental in increasing the number of purebred bulls in the county but has aided greatly in increasing the number of purebred females.- Harold F. Link, County Agent, Alexandria, Campbell County.

New Hampshire

As a result of the better-sires campaign 52 sires were placed during the year. These sires were all from dams with records of 400 pounds or more butterfat. The average fat production was 500 pounds, which represents a high-class list of stock. The bulk of sales were calves under three months, although two sires were placed at ages of 6 and 10 years. The average price for the 52 head was $109.

The goal set called for 200 sires during 1924. It is evident that this figure was too optimistic although the writer felt that 100 sires should have been put through. Despite the great deficiency between results hoped for and results achieved, the writer feels that this project has borne fruit, and a steady growth will be noticable each year as machinery for handling this work is perfected. Results of breeding work is of necessity slow to become apparent. A five-year plan for better sires does not lend itself to flashy performances. The work must be slow and continuous.

Work in the project will be continued for 1925 with additions and corrections noted below. Last year's results showed the need for continuous publicity. To meet this demand, a series of 12 articles of interest to the dairymen who are in the market for a sire, will be run monthly in the local farm-bureau papers. Additional stories on sires bought or sold will be run to maintain interest and to develop friendly rivalry. The monthly sales list of available animals will be continued and expanded as breeders avail themselves of this opportunity for selling stock. Rules for buyers and sellers are to be incorporated in the initial publicity given to the 1925 project. This will prevent disputes and misunderstandings. Arrangements are pending for a credit fund to be used in those cases where the buyer can not pay cash for the sire. It is probable that the banks may assist in this financing rather than have the breeder or seller carry the load.-G. L. Waugh, Dairy Specialist, University of New Hampshire, Durham.

New Jersey

The cooperating agencies in the purebred-sire campaign were the extension service, the breed associations, and the bureau of markets of the Department of Agriculture. Conferences by representatives of these organizations were held in February and March to draw up inclusive plans that would govern the procedure of the campaigns in the four counties. The general plan of the dairy stock survey and the purebred-bull campaign is as follows:

Survey to determine number of scrub, grade, and purebred bulls on farms.

1. Mail survey card to all dairymen with letter asking that card be filled out and mailed to county agent immediately.
2. Ten days later send out, under stamp, a second letter with card to those dairymen who did not return first card.
   a. As cards come in have stenographer tabulate them by townships.
   b. From list of purebred-bull owners of each township call a conference of three to eight men at county agent's office or at home of one of the men.
      1. County agent will have list of men who have not returned cards from that township.
      2. Farmers present will check on list to determine purebred-bull owners.
      3. Ask each member of committee to get data on certain men they were unable to check up. Insist all cards be returned in 10 days.

Publicity. Selling purebred-bull idea and getting list of men who will buy purebred bulls.

1. Personal letter to scrub and grade sire owners by county agent enclosing blank form to be returned to agent, the form to indicate the breed of bull and age desired, approximate price, and when wanted.
2. Have president or cashier of each bank write letter to his dairy patrons mentioning the necessity of keeping good stock and urging purchase of purebred bull with the help of the county agent.
3. Meetings.
   a. If possible, advertise motion pictures or lantern slides in each town. Advertise meetings in papers.
   b. Present results of survey by township and county at each meeting. Have one or two men tell why they keep a purebred bull.
   c. After each meeting make personal canvass of farmers owning scrub bulls and get them to sign up for purchase of bulls.

4. Purebred-bull material.
   a. While meetings and canvassing go on, the county agent's office should bombard scrub-sire owners with various facts:
      1. A circular, "The Purebred Bull and Farm Profits," by Professor Bartlett.
      2. Leaflets and articles by college news office and specialist on how certain purebred bulls have influenced production and profits in New Jersey.
      3. Send list of scrub owners to the National Breed Association, asking that literature be sent on why use purebred bull of that particular breed.
   b. County agent ask rural ministers to preach a sermon on relationship of economic welfare to the church, emphasizing the necessity of improved stock.
   c. Ask grange lecturer to arrange one whole program on the subject, "Improved Stock Through Registered Bulls." Have grange use some local talent at this meeting.
   d. Put out special issue of county agricultural news on purebred bulls.

Assistance in filling orders for registered bulls.

1. Bull sale. (Public).
   a. With help of the county breed associations committee arrange sale and select available good bulls. If necessary, obtain help of State breed secretaries in getting bulls from other counties.
   b. Have only T. B. tested bulls in sale.
2. Helping to find bulls at private sale.
   a. Get list of available bulls from county breeders and county agents of near-by counties and from State field secretaries. These bulls should be listed on uniform blanks filled out directly by the breeders, blanks containing space for age, asking price, breeding, record of dam and near ancestors, and whether herd is under Federal supervision.
   b. A plan might be worked out with county or State breed association, whereby breeders would take note of reliable buyer until purebred reached breeding age, when beef price of scrub or grade would be used to pay off part or all of the note.
   c. The bringing together of buyer and seller and advice and assistance in selecting bulls are legitimate functions of the extension service. Making appointments for and accompanying those interested in buying should be done.
3. Publish names of bull buyers.
   a. At intervals publish names of bull purchasers. This will tend to interest still more in the campaign.

After the survey the county agents gave publicity to the campaign through the columns of the county papers. In two counties, Warren and Sussex, the aid of the bankers' association was sought, and letters were sent out over their names asking the farmers to cooperate with the farm demonstration office in procuring registered sires to the end that economical production might be expedited. This letter produced splendid results. It showed that the bankers were heartily in favor of cooperating in any reasonable way to build up the dairy industry.

Personal canvassing by the county agent, two men from the extension service, a representative of the Bureau of Markets, and two breed association field men constituted the largest part of the campaign. On the assignment of certain territory visits were made to all men in that section who did not use a registered sire, as shown by the survey. In Sussex only one-third of the county was covered in this manner, and in Burlington, Warren, and Mercer one-half was covered.

This intensive canvass covinced the farmers that the farm demonstration office was "on the job" and interested in their welfare. Many men were visited who either had lost or never had had contact with the extension work.

All men who promised to buy bulls if they could be procured at reasonable prices, and who promised to attend the bull auctions, were considered prospects. In the three and one-half weeks spent on the intensive campaign of canvassing the number of visits and prospects was as follows:

County	Farm visits	Prospective buyers obtained
Sussex--------	350	106
Warren--------	275	70
Burlington----	200	50
Mercer--------	125	40
Total---------	950	266

After the canvass it was difficult to procure from the breeders of the State enough bulls to satisfy this demand. Most of the animals were younger than the dairymen desired. However, with the aid of the Guernsey and Holstein field men, bulls were procured and staged in each of the four counties with the following results:

County	Attendance at sales	Number bulls sold at auction	Other bulls sold as result of campaign
Sussex--------	200	23	2
Warren--------	600	13	1
Burlington----	200	9	17
Mercer--------	100	9	3
Total	1100	54	23

In looking back over the purebred-sires work it is felt that although the project as carried out was worth while, some corrections in methods should be made when planning for the future.

1. The sale should not be held as a side show to some other event.
2. Breeders should be notified 6 to 10 months in advance to raise all purebred bull calves of promise.
3. As many bulls as possible should be procured from within the county.
4. Animals should be inspected by a committee of breeders and the county agent or specialist.
5. Bulls should range in ages from 4 to 15 months with an average age of about 10 months.
6. More private sales should be arranged.
7. With the number of extension workers available, not more than two counties should be selected for an intensive and thorough campaign.
8. The latter part of August is the best time to hold sales.

In Warren County the publicity on the sale was almost ideal. It was gotten out six weeks in advance and continued in all papers. Posters were tacked on fences and poles along all highways, in post offices, blacksmith shops, and other public places. There were fully 600 in attendance at this sale. - E. J. Perry, Dairy Specialist, State College of Agriculture and Mechanic Arts of Rutgers University and the State University of New Jersey, New Brunswick.

North Carolina

For the purpose of selling the idea of the importance of the good sire to the average dairyman and at the same time to replace on the farms of Buncombe County, scrub, grade, and otherwise inferior dairy bulls, with purebreds of good type and out of dams with fat production records of not less than 400 pounds, a purebred-sire campaign was put on during the first week in September.

Previous to beginning this campaign a cattle census was taken on 1,282 farms by a committee of about 40 farmers. The large herds were not included since I was desirous to obtain data representative of the small or average Buncombe County herd.

The reports turned in by this committee showed the following number of cows per farm 4.3 ratio of purebred bulls to grades 4-1.

Just previous to the campaign a county organization was perfected with the following committees: Finance, publicity, executive, sales, and transportation.

By personal solicitation and through the help of breed field men, I got 5 Guernsey, 4 Holstein, and 3 Jersey bulls placed on exhibition in the county garage during the week of the campaign. The expense of their keep was borne by the Wachovia Loan and Trust Company.

The campaign lasted five days. About 40 meetings were held in various sections of the county, and a number of personal visits were made. The latter produced greater results than the former. H. H. Jeter had charge of the publicity and received excellent cooperation from the press.

All the bulls were placed during the week except two of the Holsteins. A number of prospective buyers were also located, five of whom have purchased Jersey bulls since.

The Baker Packing Co. offered a premium of 1 cent per pound on the first 10 bulls that were replaced by purebreds.

Before the close of the campaign a strong sentiment favoring the use of purebred sires was apparent over the entire county. Quite a number of farmers expressed the desire to purchase a few purebred females. We expect to supply this demand through an auction sale of purebred dairy cattle on November 13.-J. A. Arey, Dairy Specialist, North Carolina State College of Agriculture and Engineering, Raleigh.

North Dakota

After the organization of the agricultural credit corporation in Minneapolis, the county agent decided that a little of that money invested in purebred sires in Wells County would be a good idea. Immediately arrangements were made with George Barker of the agricultural college to assist in the work. Publicity was given the project, and 10 public meetings were held throughout the county. These meetings, including two annual picnics, were attended by 1,063 people. The evening sessions were attended by an average of about 55 per meeting. As the campaign opened, the county agent circularized the entire county, getting a large list of purebred sires either offered for trade or sale. At each meeting this sale list was offered to the public, and each meeting would add more to the list.

During the campaign a tour was conducted into Benson County to visit a circle of milking-strain Shorthorns and into Eddy County to inspect two fine herds of Guernsey cattle. As a result of this tour 6 milking-strain Shorthorns and 10 purebred Guernseys were purchased. Only 11 bulls were placed during the campaign. However, three months after the close of the better-sires meetings 19 dairy sires and 22 beef sires were placed as a direct result of the campaign. After the campaign many sires were sold, purchased, or traded.

Today the county agent has orders for 14 milking Shorthorns, which is still a result of the campaign. Fourteen farmers were assisted in buying purebred sires with the aid of the finances from the agricultural credit corporation. Considering the campaign from all angles, it brought satisfactory results and will no doubt bear fruit for sometime to come.-E. W. Vancura, County Agent, Passenden, Wells County.

Oregon

One of the outstanding accomplishments of the year was the purebred-sire campaigns, carried on in two counties, definitely organized in a third, and preparations begun in two others. The campaigns are organized as follows:

1. Census taken of grade and scrub bull owners, through assistance of Bureau of Animal Industry.
2. Organization of local campaign committees on which are represented the several county breed associations.
3. Obtaining bankers' support by committee.
4. Listing of local purebred bulls for sale by committee.
5. Listing bulls for sale in the State, through State association.

6. Hiring of salesmen by committee.
7. Assisting salesmen in gettingacquainted with territory.
8. Inspecting bulls sold, for approval or rejection by committee.

Very little publicity is used except that articles on the value of purebred sires are run in the local press for a few weeks previous to the campaign, giving actual instances. Letters are also sent to the owners of scrubs. The salesman then made an individual canvass and was allowed $15 for each bull sold. He was not limited to time and thus was able later to make revisits. Results obtained in the two counties are tabulated below:

County	Number bulls sold	H.	J.	G.	S.	Scrubs replaced
Columbia	56	14	16	18	7	86
Clackamas	15	8	6	6	1	21

It was expected that 15 or 20 bulls per county might be sold, and it is needless to say the results exceeded expectations.

Josephine County has completed the necessary organization work for a campaign and is awaiting the obtaining of a good salesman. Tillamook and Multnomah Counties have done much of the preliminary work preparatory to a campaign, which will be taken up early in the spring.-N. C. Jamison, Dairy Specialist, Oregon Agricultural College, Corvallis.

Tennessee

Following out the recommendations of the committee, one of the major pieces of work undertaken during the year was the improvement of dairy cattle through the replacement of grade and scrub bulls with good purebred dairy bulls. A plan for this was worked out by the dairy specialist and submitted to the conference which briefly was as follows: The States of the union have been classified into four groups, based on the average production of dairy cows in each State. Group 1 includes all States with an average production of over 4,000 pounds of milk per cow. Group 2 includes all the States with an average of 3,000 to 4,000 pounds. Group 3,2,000 to 3,000 pounds, and group 4 less than 2,000 pounds. The per cent of dairy bulls which are purebred in each of the States was also shown. It was found that the production of the cows in the various States bore a direct relation to the percentage of the dairy bulls which were registered. It was therefore decided that if we improve the quality of our dairy herds we must eradicate the grade and scrub bulls and replace them with good registered dairy bulls.

Tennessee, according to the last census, was in group 3 with an average production of 2,494 pounds of milk and 99 pounds butterfat per cow, which is just about the average production for group 3. Group 2 has an average production of 3,322 pounds of milk and 141 pounds butterfat. In Tennessee the per cent of dairy bulls which is purebred and registered is 18.8 while in group 2 the average is 36.5. Our goal is to bring the average production of Tennessee cows up to that of group 2. After this is accomplished, we will make an effort to raise it to the average of group 1.

In order to raise the average production of Tennessee cows to that of group two, we found that it was necessary to replace 1,559 grade and scrub bulls with good registered bulls. A definite quota was worked out on the basis of the number of bulls reported by the census for the various counties, and it was decided to take three years to eradicate and replace the number of bulls allotted to each county, one-half the quota to be replaced the first year, one-fourth the second year, and one-fourth the third year.

The number to be eradicated in counties having county agents during the major part of the year was 624. The number actually replaced, according to reports received from county agents, was 125. Several agents replaced their quotas, a number did very good work, and some did not do any work on the project at all.

Assistance was rendered the agents wherever requested in working on this project. We obtained the cooperation of the American Jersey Cattle Club to the extent that they stationed a field man in Tennessee for about three months to work with the county agents on this project. At the 1924 conference it was decided that all agents should redouble their efforts to obtain their quotas in 1925 and any deficiency in the quotas in 1924.

I have worked out a plan for keeping a record of bulls placed, so that the county agents and dairy specialist may have a permanent record of each bull, and make an effort to effect an exchange of such bulls every two years in order to prevent inbreeding. It is hoped that this may lead to the formation of bull associations in some sections.-C. A. Keffer, Extension Director, College of Agriculture, University of Tennessee, Knoxville.

Virginia

A very successful county bull campaign was held in Augusta County, using the following methods, as briefly described:

1. The county agent calls a meeting of cooperating agencies in the county, such as representatives from the local farm organizations, breeders' clubs, cow-testing associations, creameries, high-school teachers, and so forth. At this meeting a date is set for the campaign week to be known as the "Better-Sires Campaign Week." From this group of representative cooperators in his county an organization is set up so as to carry on the work of the campaign.

2. Before the dates of the campaign, the publicity committee keeps the local papers full of information relating to better sires and the plans and purposes of the approaching campaign.

3. Previous to the campaign the program committee arranges for the meetings to be held during the dates of the campaign. The meetings are planned as "farm" or neighborhood meetings during the day with a community meeting at night. Usually, 3-day meetings are held for each team of workers. Thus, if 2 teams are to be sent out, there will be 6 meetings each day of the campaign and 2 night meetings.

4. During campaign week the team of workers, consisting of a specialist with the county agent and one local livestock breeder, or farmer, attends these day meetings and talks to the farmers regarding the need of better sires and presents a questionnaire which is filled out by those present. The questionnaire contains such information as follows:

No. of cows: Grades_____Purebreds_____
Do you use a purebred bull?_____
If not, would you be interested in purchasing a purebred bull, and of what breed?_____
Do you know anyone in your neighborhood who owns a grade bull?_____

At the night meetings lantern slides or motion pictures are shown and questionnaires are passed out in order to get all available information as to farmers who are in need of purebred bulls.

5. With these questionnaires in hand, the county agent and better-sires committee plan for the definite follow-up work of visiting every farmer in the county who is known to be interested in purchasing a purebred bull or who at present is using a grade bull. In this follow-up work an attempt is made to have the farmer definitely agree to purchase a bull of the breed he desires. The better-sires committee then arranges to locate and select bulls for the farmer or leads the campaign up to a bull sale in the county.

Since the Augusta County bull campaign was a cooperative project with the animal husbandry extension department, the following report of results of the campaign will give only the results of dairy extension:

Time of campaign week: Oct. 27 to Nov. 1, 1924
Number of cooperators.....8
Number of dairy workers.....4
Number of meetings addressed by dairy workers.....38
Attendance at meetings.....1,029
Number of people met or visited.....259
Number of questionnaires received indicating interest in dairy bulls.....67
Number of grade bulls replaced by purebreds.....12
Number of prospective dairy bull purchasers as a result of the campaign.....48

As outlined in the 1924 program of work, this office cooperated with the animal husbandry extension department in holding a state-wide better-sires campaign among the county agents. The results of this campaign are as follows:

Number of county agents enrolled.....31
Number of county agents making a final report.....18
Number of scrub bulls replaced by dairy bulls.....42

The results of this 1924 campaign show an increase of 25 bulls replaced, or 150 per cent increase over the previous year.- F. A. Buchanan, Dairy Specialist, Virginia Polytechnic Institute, Blacksburg.

Washington

The extension service assisted dairymen in securing sires in every county where extension work is done and in several counties this help was of the nature of a campaign, but the Snohomish County campaign was the most intensive.

The Snohomish County campaign was planned far in advance. It really grew out of a state-wide campaign carried on three years ago. After discussing with a number who might be concerned the advisability of an intensive purebred-sire campaign in some one county, this subject was discussed at the 1923 summer conference of the county agents. This conference approved the plan and suggested Snohomish County, provided conditions proved satisfactory after a thorough investigation by the county agent.

Considerable time was spent in discussing ways and means of putting on the campaign. Meetings were held with different breed associations and all available information discussed. The first definite work was the appointment of a general purebred-sire campaign committee consisting of representatives of the different breeds of the county and of different business interests, including banks, newspapers, civic organizations, merchants, and so forth. In the hands of the committee rested the entire management of the campaign. Two main plans were considered - the cooperative plan and the salesman plan. The salesman plan was adopted, the actual selling to start February 18 and to continue two weeks.

The general committee districted the county into seven sections. Each section was in turn organized with a committee made up similar to the general committee. The community committees were selected by asking the different members of the general committee to name corresponding members on the different committees.

The duties of the community committees were to furnish lists of owners of scrub sires and to help the salesmen in any way possible. These lists were furnished at once, and the salesmen were given assistance through being introduced by members of the local committees and through special information furnished by them.

The general committee selected the salesmen. The county was divided into four districts with a salesman for each district. The salesman paid all his own expenses and received a commission of 10 per cent of the sale price, provided that the commission on any one animal should not be less than $15. Two dollars and fifty cents of this commission on each animal was given to the general committee to pay the general expenses. The salesmen were furnished lists of bulls for sale.

A vigorous publicity campaign was started some time before the selling began and continued during the three weeks that the salesmen were in the field. The salesmen did not cover the field in two weeks.

Breeders of this and neighboring States asked to list sires for sale, were furnishing descriptions and pedigrees and signing a contract covering each animal.

Seventy-five sires were placed during the campaign, and a number have been placed since, owing to the stimulus of the campaign. While the breeders listed their sires at very reasonable prices, they made sales and received cash payments.- Don G. Magruder, Dairy Specialist, State College of Agriculture, Pullman.

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